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PTO/SB/81 (11-04)

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**POWER OF ATTORNEY**  
and  
**CORRESPONDENCE ADDRESS**  
**INDICATION FORM**

Application Number	09/777,807
Filing Date	2-5-2001
First Named Inventor	Devin Hosea
Title	Method and system for web page personalization
Art Unit	2178
Examiner Name	Smith, Peter J.
Attorney Docket Number	109.635.134

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MAR 07 2005

**I hereby revoke all previous powers of attorney given in the above-identified application.****I hereby appoint:** Practitioners associated with the Customer Number:

26,291

OR

 Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

 Please change the Attorney Docket No. to: SEDN/PRED134.

Please recognize or change the correspondence address for the above-identified application to:

 The address associated with the above-mentioned Customer Number

OR

 The address associated with Customer Number:

OR

 Firm or Individual Name

Address

City

State

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Country

Telephone

Fax

I am the:

 Applicant/inventor. Representative of Sedna Patent Services, LLC, Assignee of the entire interest. Copy of assignment document being recorded concurrently herewith is attached.**SIGNATURE of Applicant or Assignee of Record**

Signature	William D. McCall	Date	3/7/05
Name	William D. McCall	Telephone	267 765 7100
Title and Company	CEO		

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

 Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.31 and 1.33. The information is required to obtain or retain a benefit by the public which is to be (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Comptroller for Patents, P.O. Box 1450, Alexandria, VA 22313-1450. If you need assistance in completing the form, call 1-800-PTO-8199 and select option 2.

**BEST AVAILABLE COPY****PATENT ASSIGNMENT**

WHEREAS, PREDICTIVE MEDIA CORPORATION, a Delaware corporation, formerly known as Predictive Networks, Inc., having a mailing address of c/o Reibold Consulting, P.O. Box 429, North Hampton, New Hampshire 03860 (the "Assignor") is the owner of the inventions, patent applications and patents set forth on Exhibit A hereto (collectively, the "Patents");

WHEREAS, SEDNA PATENT SERVICES, LLC, a Delaware limited liability company with a principal place of business at 1500 Market Street, Philadelphia, PA 19102 (the "Assignee") desires to acquire the entire right, title and interest of Assignor in and to the Patents.

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer, convey, deliver and set over to Assignee any and all interest that Assignor may own or claim to own in the inventions, patent applications and patents aforesaid comprising the Patents, for the United States and all foreign countries, and any reissue or reissues of said Patents already granted and which may be granted on said applications, and any divisional, continuation and continuation-in-part applications claiming priority from the aforesaid applications, together with all additions thereto, substitutions therefor and modifications thereof, or foreign equivalents thereof, and including the subject matter of all claims which may be obtained therefrom, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which said Patents are or may be granted or reissued as fully and entirely as the same would have been enjoyed by Assignor if this assignment, sale and transfer had not been made; together with all claims for damages by reason of past infringement of said Patents, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives;

AND, Assignor hereby authorizes and requests the Commissioner of Patents of the United States and any official of any foreign jurisdiction whose duty it is to issue patents on applications as described above, to issue any and all letters patents of the United States or such foreign jurisdiction on said inventions or resulting from said applications or any divisional, continuation, continuation-in-part and reissue applications thereof to Assignee of the entire interest therein, and hereby covenants that it has full right to convey its entire interest as herein assigned, and that it has not executed any agreement inconsistent herewith and will not execute any agreement inconsistent herewith without Assignee's consent;

AND, Assignor hereby further covenants and agrees that it shall, for a period of one year from the date of this Assignment, use reasonable efforts to assist the Assignee in connection with the Patents, including to communicate with Assignee and its successors and assigns, any facts known to it respecting the inventions, and sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title of the aforesaid inventions, patent applications and patents comprising the Patents in Assignee, its successors and assigns, execute all divisional, continuation, continuation-in-part and reissue applications, make all rightful oaths and generally do everything reasonably

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necessary to aid Assignee, its successors and assigns, to prosecute, obtain and enforce proper patent protection for the Patents and related inventions in the United States and any foreign jurisdiction, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns, which cooperation shall be given without compensation unless Assignor is required to incur expenses or is required to spend any substantial amount of time providing assistance under this provision in which case Assignor shall be entitled to compensation at mutually agreed upon rates.

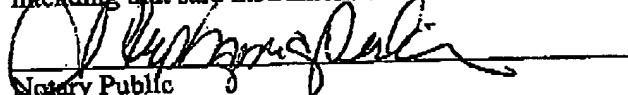
Agreed this 16<sup>th</sup> day of February, 2005.

PREDICTIVE MEDIA CORPORATION

By: Karil Reibold  
Name: Karil Reibold  
Title: President

STATE OF NEW HAMPSHIRE )  
 )  
COUNTY OF Rockingham )

Before me, a notary public, in and for the state and county aforesaid, on this 16<sup>th</sup> day of February, 2005, personally appeared Karil Reibold, who being to me personally known, and who having first executed the foregoing instrument in my presence and having been by me first duly sworn, did acknowledge the foregoing instrument as her free deed and act, signed, sealed and delivered by her for the purpose therein stated and intending to be legally bound thereby and intending that said instrument be recorded.

  
Notary Public

STEPHANIE A. PERKINS, Notary Public  
My Commission Expires January 4, 2006

My commission expires:

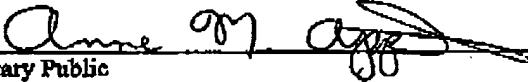
*[Signature Page to Patent Assignment]*

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SEDNA PATENT SERVICES, LLC

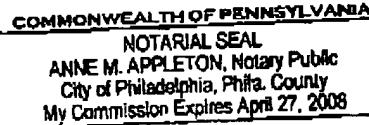
William D. McCallName: William D. McCall  
Title: Chief Executive OfficerSTATE OF P.A. )  
COUNTY OF Phila. )

Before me, a notary public, in and for the state and county aforesaid, on this \_\_\_\_\_ day of February, 2005, personally appeared William D. McCall, who being to me personally known, and who having first executed the foregoing instrument in my presence and having been by me first duly sworn, did acknowledge the foregoing instrument as his free deed and act, signed, sealed and delivered by him for the purpose therein stated and intending to be legally bound thereby and intending that said instrument be recorded.



Notary Public

My commission expires: \_\_\_\_\_

*[Signature Page to Patent Assignment]*

BTV426649.2

DCL/B01:1442296-1

**BEST AVAILABLE COPY**Exhibit A

U.S.

60/359,930 – February 25, 2002- Methods and Systems for Displaying Recommended Content Alternatives	U.S. PTO
09/558,755 – April 21, 2000 - Method and System for Web User Profiling and Selective Content Delivery	U.S. PTO
09/798,337 – March 2, 2001 - Method and System for Selective Content Display	U.S. PTO
09/766,377 – January 19, 2001 - Method and Apparatus for Data Clustering	U.S. PTO
09/777,807 – February 5, 2001 - Method and System for Web Page Personalization	U.S. PTO
60/282,028 – April 6, 2001 -Method and Apparatus for Identifying Unique Client Users from Clickstream, Keystroke, and/or Mouse Behavioral Data	U.S. PTO
10/117,654 – April 5, 2002 -Method and Apparatus for Identifying Unique Client Users from Clickstream, Keystroke, and/or Mouse Behavioral Data	U.S. PTO
09/928,493 – 08/13/2001 -- Predicting the Activities of an Individual or Group Using Minimal Information	U.S. PTO
60/315,835 – August 29, 2001 -Method and System for Parsing Purchase Information from Web Pages	U.S. PTO
10/136,537 – May 1, 2002 - Method and System for Parsing Purchase Information from Web Pages	U.S. PTO
60/336,270 – October 25, 2001 - Method and System for Presenting Personalized Television Program Recommendations to Viewers	U.S. PTO
60/339,082 – October 22, 2001 - Method and System for Selective Initial Television Channel Display	U.S. PTO
10/004,565 – December 5, 2001 - Television Navigation Program Guide	U.S. PTO
60/338,398 – December 7, 2001 -Modal and Recommendation Based Electronic Program Guide and Method for Selecting Television Programming	U.S. PTO
10/204,842 – August 23, 2002 - Recommendation-Based Electronic Program Guides with User-Imperceptible Preferences	U.S. PTO
60/359,929 – February 25, 2002 -Methods of Modifying Viewership Traffic Using Electronic Program Guides	U.S. PTO
60/359,873 – February 25, 2002 -Recommendation-Based Electronic Program Guides with User-Imperceptible Preferences	U.S. PTO

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10/204,841 – August 23, 2002 - Methods and Systems for Displaying Recommended Content Alternatives	U.S. PTO
60/359,872 – February 25, 2002- User Identification Methods and System	U.S. PTO
10/204,881 – August 23, 2002 - Compact Implementations for Limited- Resource Platforms	U.S. PTO
60/360,089 – February 25, 2002 - Compact Implementations for Limited Resource Platforms	U.S. PTO
60/360,068 – February 25, 2002 - Privacy-Maintaining Methods and Systems for Collecting Information	U.S. PTO
60/378,823 – May 8, 2002 - Video-on-Demand Methods and Systems	U.S. PTO
60/403,799 – August 15, 2002 - A Smart Audio Guide System and Method	U.S. PTO
10/270,024 – October 11, 2002 - Recommendation-Based Electronic Program Guide with Multiple Modes of Operation	U.S. PTO
10/269,849 – October 11, 2002 - Method and System for Presenting Personalized Television Program Recommendations to Viewers	U.S. PTO
10/269,918 – October 11, 2002 - Method and System for Selective Initial Channel Display	U.S. PTO
10/677,862 – October 2, 2003 - Using Relevance to Parse Clickstreams and Make Recommendations	U.S. PTO
60/415,740 – October 3, 2002 -Using Relevance to Parse Clickstreams and Make Recommendations	U.S. PTO
60/457,223 – March 25, 2003 - Generating Audience Analytics	U.S. PTO
60/459,933 – April 3, 2003 - Content Notification and Delivery	U.S. PTO
60/487,435 – July 15, 2003 - Method and System For Providing Targeted Advertising	U.S. PTO
60/498,184 – August 27, 2003 - Delivering Content Via EPG or Virtual Channel	U.S. PTO
60/487,023 – July 14, 2003- Delivering Content Via EPG or Virtual Channel	U.S. PTO
09/877,974 - June 7, 2001 - Method and system for profiling iTV users and for providing selective content delivery	U.S. PTO
10/606,264 – June 26, 2003 - Method and system for recording and processing of broadcast signals	U.S. PTO

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I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or being facsimile transmitted to the USPTO, on the date indicated below.

3/7/05  
Date

Laura E. Crater  
Laura E. Crater